

MS#183302.1 (4966)  
PATENT

JC474 U.S. PTO  
10/056766  
01/25/02

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of Mah et al.  
Serial No. Not yet assigned  
Filed January 25, 2002  
Confirmation No. Not yet assigned  
For METHOD AND SYSTEM FOR CLICKPATH FUNNEL ANALYSIS

January 25, 2002

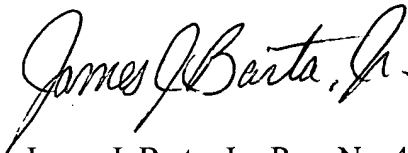
TO THE COMMISSIONER OF PATENTS AND TRADEMARKS,

SIR:

**INFORMATION DISCLOSURE STATEMENT**

In accordance with 37 C.F.R. 1.97 and 1.98 and MPEP 609, and in compliance with the duty of disclosure set forth in 37 C.F.R. 1.56, applicants submit copies of the references listed on the attached PTO/SB/08A for consideration by the Patent and Trademark Office in the above-entitled application and to be made of record therein.

Respectfully submitted,



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| PTO/SB/08A  |   |    |   | <b>Complete if Known</b> |                    |
| <b>INFORMATION DISCLOSURE<br/>STATEMENT BY APPLICANT</b><br><br>(use as many sheets as necessary) |   |    |   | Application Number       | Not yet assigned   |
|   |   |    |   | Filing Date              | January 25, 2002   |
|   |   |    |   | Confirmation Number      | Not yet assigned   |
|   |   |    |   | First Named Inventor     | Teresa Mah         |
|   |   |    |   | Group Art Unit           | Not yet assigned   |
|   |   |    |   | Examiner Name            | Not yet assigned   |
| Sheet   | 1 | of | 2 | Attorney Docket No.      | MS#183302.1 (4966) |

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| U.S. PATENT DOCUMENTS                       |                       |  |                                      |   |   |
|---|-----------------------|--|--------------------------------------|---|---|
| Examiner Initials*                          | Cite No. <sup>1</sup> | U.S. Patent Document   |                                      | Name of Patentee or Applicant of Cited Document | Date of Publication of Cited Document<br>MM-DD-YYYY |
|   |                       | Number   | Kind Code <sup>2</sup><br>(if known) |   |   |
| MK  | 1                     | 5,742,811  |                                      | Agrawal et al.                                  | 04/21/1998  |
| MK  | 2                     | 5,819,266  |                                      | Agrawal et al.                                  | 10/06/1998  |
| OTHER ART - NON PATENT LITERATURE DOCUMENTS |                       |  |                                      |   |   |
| Examiner Initials*                          | Cite No. <sup>1</sup> | Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.) date, page(s), volume-issue number(s), publisher, city and/or country where published. |                                      |   | T <sup>6</sup>                                      |
| MK  | 3                     | MAH et al., "Funnel Report Mining for the MSN Network," Proceedings of the Seventh ACM SIGKDD International Conference on Knowledge Discovery and Data Mining, 2001, pp. 450-455, ACM Press, USA   |                                      |   |   |
| MK  | 4                     | SRIKANT et al., "Mining Sequential Patterns: Generalizations and Performance Improvements," Proceedings of the Fifth International Conference on Extending Database Technology, March 1996, 15 pages, USA  |                                      |   |   |
| MK  | 5                     | CADEZ et al., "Visualization of Navigation Patterns on a Web Site Using Model-Based Clustering," Proceedings of the Sixth ACM SIGKDD International Conference on Knowledge Discovery and Data Mining, 2000, pp. 280-284, ACM Press, USA                        |                                      |   |   |
| MK  | 6                     | KATO et al., "Navigation Analysis Tool Based on the Correlation Between Contents Distribution and Access Patterns," Proceedings of the Web Mining for E-Commerce Workshop (WEBKDD), August 2000, 10 pages, USA   |                                      |   |   |

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|--------------------|-------------------------|-----------------|----------|
| Examiner Signature | <i>Maulkhanh Nguyen</i> | Date Considered | 09/20/04 |
|--------------------|-------------------------|-----------------|----------|

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup>Unique citation designation number. <sup>2</sup>See attached Kinds of U.S. Patent Documents. <sup>3</sup>Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup>For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup>Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. <sup>6</sup>Applicant is to place a check mark here if English language Translation is attached.

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| Sheet  | 2 | of | 2 | Attorney Docket No.      | MS#183302.1 (4966) |

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|----|----|--|--|
| MK | 7  | BERENDT, "Web Usage Mining, Site Semantics, and the Support of Navigation," Proceedings of the Web Mining for E-Commerce Workshop (WEBKDD), August 2000, 11 pages, USA                                       |  |
| MK | 8  | GAUL et al., "Mining Web Navigation Path Fragments," Proceedings of the Web Mining for E-Commerce Workshop (WEBKDD), August 2000, 6 pages, USA   |  |
| MK | 9  | WU et al., "SpeedTracer: A Web Usage Mining And Analysis Tool," IBM Systems Journal 37(1), 1998, 13 pages, USA   |  |
| MK | 10 | SRIVASTAVA et al., "Web Usage Mining: Discovery and Applications of Usage Patterns from Web Data," SIGKDD Explorations, Vol. 1, Issue 2, 2000, pp. 12-23, USA  |  |
| MK | 11 | CHI et al., "Using Information Scent to Model User Information Needs and Actions and the Web," Proceedings of the SIGCHI Conference on Human Factors in Computing Systems, 2001, pp. 490-497, ACM Press, USA |  |
| MK | 12 | BORGES, "A Data Mining Model to Capture User Web Navigation Patterns," PhD Thesis, Department of Computer Science, University College London, July 2000, 205 pages, England                                  |  |

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|--------------------|-------------------------|-----------------|----------|
| Examiner Signature | <i>Maulkhanh Nguyen</i> | Date Considered | 03/20/04 |
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